

[illegible]

5/10 Madden Markets. *Colorado Springs, Denver, Boise*

10.7.09 - Removed Cookie from magazine plan, reduced winter serving fees to \$18,000, moved remiander of money into general production

10.14.09 - Added Nov/Dec ABA Destinations Magazine insertion per James Scoon

11.5.09 - Upgraded National Geo April insertion to national, April/May issue was split into 2 separate issues

12.14.09 - Removed National Geo Adventure - No longer published after Nov/Dec, 2009 issue. Money moved to misc. production line item

1.22.10 - Moved Food and Wine Winter email blast from 1/11/10 to 2/1/10

2.3 - Moved 3 Parks cost of \$65,000 into misc production - campaign cancelled for 2010. Added Vertical Media \$0 campaign to online flowchart

2.17.10 - Added free Wild Blue Yonder magazine insertion for March/April, actualized TV spending

3.22.10 - Revised online flowchart to reflect replcement of Undertone Networks with National Geo.com, Cancelled August Real Simple SLP, Added "Creative Handbook" to Film Office flowchart, Updated Road trips flowchart with all partners, actualized Chicago OOH media costs